

CONSTRAINTS IN E-MARKETING – A STUDY OF E-MARKETING PREFERENCE AMONG CONSUMERS IN BANGALORE CITY

NEELAMMA R KOLAGERI¹ & G. N. NAGARAJ²

¹ Research Scholar, Department of Agribusiness Management, University of Agricultural Sciences, Dharwad, India

² Professor, Department of Agricultural Marketing Co-operation and Business Management, University of Agricultural Sciences, Bangalore, Karnataka, India

ABSTRACT

E-marketing means using digital technologies to help promote and sell your goods or services. It is just about selling goods over the web. These technologies, like e-mail and websites, are a valuable complement of traditional marketing methods whatever the size of company or business. E-marketing has transformed the persuasion and prospect of internet. It has become a prime choice for quick and easy communication of every business. Internet made the big business and the small and medium business see through a single window and is able to reach almost every person on this planet. E-marketing is the combination of modern and conventional marketing which flows on the principles of both the marketing. This combination is simultaneously embedded with human principles of marketing also. The present study aims to know the constraint in using e-marketing as platform for transaction. For the study the data collected from random samples through the pre-structured questionnaire. The study found that people still prefers to use traditional way of marketing. Even though electronic media reached each and every corner of the world still marketing is in its infant stage. Internet services are in each door steps but electronic marketing is not unable to reach all. The reasons are concentrated around various factors mentioned in the study. Electronic service has wide scope to reach each corner of the world.

KEYWORDS: E-Marketing, Communication, Industry

Received: Nov 22, 2016; **Accepted:** Dec 02, 2016; **Published:** Dec 19, 2016; **Paper Id.:** IJECRDEC20166

1. INTRODUCTION

The emergence of e-commerce as a new medium for the exchange of goods and services has been met with great excitement. The marketing and media hyperbole has heralded the advent of a transparent market offering greater choice, cheaper prices, better product information and greater convenience for the active consumer.

Today the buzz words are “multi channel integration” yet only 6% of businesses are taking advantage of all of the channels available to them. The four main channels today are retail, e-commerce, mail order / telephone order and market places like BT Trade space, e-bay etc. E-marketing gives lots of new ways to reach your customers, many of them cheaper and more effective than traditional channels.

There was a general feeling that small and medium business enterprises can never compete with big business in their marketing strategy and resource as they are capable of spending more money on marketing which is very tough for small and medium enterprise as they are not in a position to spend even half of the money which big business has spent. This created a gap between big business and small and medium enterprises and it

gave an impression that big business can only reach to global customers and small and medium business can attract only local and regional customers (Carson et al., 1995). There were certain factors which validated this claim and many big industries felt that only another big industry can be their competitor and not the small and medium industries.

2. MATERIALS AND METHODS

The present study was undertaken in Bangalore city which is capital of Karnataka state. It is fast growing metropolitan city. The city comprises of people from around the world who differ in their culture, religion, food habits and living standards. This cosmopolitan city is known as IT hub and Silicon city of India. It is also known as Garden city because of its amazing laid out parks, gardens, long avenues of blossoming trees and salubrious climate. This city enjoys the seasonal pleasant and equable climates throughout the year due to its elevation.

This demographically diverse city is the third most populous city and fifth most populous urban agglomeration in India. The literacy rate of the city was 88.48 per cent according to 2011 census. Bangalore has giant high-tech IT companies like WIPRO, INFOSYS, ISRO and HAL along with other IT and other companies. Bangalore is sometimes referred to as the "Silicon Valley of India" (or "IT capital of India") because of its role as the nation's leading information technology (IT) exporter. This is home to many of the educational and research institutes. Bangalore is ranked fourth in India by overall GDP contribution, after only Mumbai, Delhi and Kolkata. With this background this metropolitan city is selected for the research because of its vivid nature in technology and business Industry.

Primary data was collected by pre-tested structured schedule form random samples. The sample respondents were residents of Bangalore located in different localities of city. A total of 120 respondents are interviewed randomly irrespective of their age, education, income group, profession and living standard. The collected data is analysed using simple descriptive analytical tools. The analysed data is represented in tabular forms with interpretation.

3. RESULT AND DISCUSSIONS

Internet has obtained a new side from the e-marketing epic entry into the business industry. The awareness about e-marketing service was found finer. The Table 1 represents the awareness status of e-marketing among the consumers and the channel preferred for marketing and frequency of marketing is recorded. Among sample respondents 100.00 per cent strongly opined that they know about e-marketing service. Most of the e-marketing consumers preferred purchasing channel going to shop holding 44.17 per cent followed by the 39.17 per cent consumers who prefer to purchase through internet and 10.83 per cent preferred both the channels. The remaining 5.83 per cent go for other marketing channel includes outsourced agencies. Familiarity of e-marketing as purchasing channel among consumers is surveyed by categorising familiarity into different years majority 38.33 per cent of the consumers came under 1-2 year category followed by less than 1 year (33.33%), more than 5 years (8.33%) and 3, 4 and 5 years with 6.67 per cent. Frequency of marketing through internet is categorised into eight categories. Among 120 sample respondents occasionally marketing consumers holds majority with 45.83 followed by monthly (21.67%), quarterly (14.17%), daily (5.83%), fortnightly (4.47%), weekly (4.47%) and three days once with 2.50 per cent. Two days once category holds lowest with 1.67 per cent. The problems faced by consumers while using e-marketing service are provided in Table 2. There are various constraints are considered for the study which are assigned with three ratings as "frequently" occurring, "rarely" occurring and "never" occurring. Majority of the problems were rated as rarely occurring with differing percentages which includes the problems like Internet problem (65.84%), Power problem (71.67%), Account Security problem (51.67%), Lack of

product's clear information (58.33%), Less choices on company website (58.33%), Delivery defaults (53.33%), Wrong product display (50.00%), Delay in delivery (65.00%), Customer query service (51.67%), Exchange service (50.00%), Security in providing sensitive information credit /debit card number (51.66%), Customer relationship management (49.17%). Whereas the statements Mode of payments and Product change at delivery (fail to deliver the product what you saw on the website) held "never" occurring problem ratings with 50.83 per cent

E-marketing consumers asked to share their experience about marketing on internet. They were given with two opinions "e-marketing is cumbersome to use" or "not cumbersome to use" as represented in Table 3. Majority (70.00%) of the respondents said that e-marketing is non-cumbersome to use and 14.16 per cent respondents said cumbersome to use. Remaining 15.83 per cent said they are not aware of e-marketing. These results of survey speak out the situation of e-marketing in Bangalore even after a decade history for electronic marketing.

Table 1: Awareness about Services in e-Marketing

| Sl. No. | Particulars | Opinion | Number of Respondents | Percentage to Total |
|---------|--|----------------------------|-----------------------|---------------------|
| 1. | E-marketing awareness | Yes | 120 | 100.00 |
| | | No | 0 | 0 |
| 2. | Marketing channel preferred | Marketing through internet | 47 | 39.17 |
| | | Going to shop | 53 | 44.17 |
| | | Both | 13 | 10.83 |
| | | Other means (by agencies) | 7 | 5.83 |
| 3. | Since how long internet is your purchasing channel | < 1 year | 40 | 33.33 |
| | | 1-2 year | 46 | 38.33 |
| | | 3 year | 8 | 6.67 |
| | | 4 year | 8 | 6.67 |
| | | 5 year | 8 | 6.67 |
| | | >5 year | 10 | 8.33 |
| 4. | Marketing frequency through internet | Daily | 7 | 5.83 |
| | | Two days once | 2 | 1.66 |
| | | Three days once | 3 | 2.50 |
| | | Weekly | 5 | 4.17 |
| | | Fortnightly | 5 | 4.17 |
| | | Monthly | 26 | 21.67 |
| | | Quarterly | 17 | 14.17 |
| | | Occasionally | 55 | 45.83 |
| Total | | | 120 | 100.00 |

Table 2: Constraints Faced in e-Marketing in Bangalore City

| SI. No. | Problems | Frequently | Rarely | Never |
|---------|--|------------|------------|------------|
| 1. | Internet problem | 19 (15.83) | 79 (65.84) | 22 (18.33) |
| 2. | Power problem | 10 (8.33) | 86 (71.67) | 24 (20.00) |
| 3. | Account Security problem | 8 (6.66) | 62 (51.67) | 50 (41.67) |
| 4. | Lack of product's clear information | 5 (4.17) | 70 (58.33) | 45 (37.50) |
| 5. | Less choices on company website | 9 (7.50) | 70 (58.33) | 41 (34.17) |
| 6. | Delivery defaults | 3 (2.50) | 64 (53.33) | 53 (44.17) |
| 7. | Wrong product display | 7 (5.83) | 60 (50.00) | 53 (44.17) |
| 8. | Product change at delivery (fail to deliver the product what you saw in the website) | 1 (0.83) | 58 (48.33) | 61 (50.83) |

| Table 2: Contd., | | | | |
|------------------|---|------------|------------|------------|
| 9. | Delay in delivery | 6 (5.00) | 78 (65.00) | 36 (30.00) |
| 10. | Customer query service | 14 (11.67) | 62 (51.67) | 44 (36.67) |
| 11. | Exchange service | 9 (7.50) | 60 (50.00) | 51 (42.50) |
| 12. | Mode of payments | 5 (4.17) | 54 (45.00) | 61 (50.83) |
| 13. | Security in providing sensitive information credit /debit card number | 5 (4.17) | 62 (51.66) | 53 (44.17) |
| 14. | Customer relationship management | 9 (7.50) | 59 (49.17) | 52 (43.33) |

Table 3: Opinion about e-Marketing Usage

| Sl. No. | Opinion | Number of Respondents | Percentage to Total |
|---------|----------------|-----------------------|---------------------|
| 1. | Cumbersome | 17 | 14.17 |
| 2. | Non-cumbersome | 84 | 70.00 |
| 3. | Don't Know | 19 | 15.83 |
| Total | | 120 | 100.00 |

CONCLUSIONS

Electronic marketing may become successful communication and business platform for trade over the world. Every technology has its own pros and cons. Similarly the e-marketing may found more convenient and efficient at its services but still it lags to satisfy the human in some of the features like “feel and touch”, failure towards bringing together the family and joy of shopping along with family and other similar features. Shopping though internet is easy but few feel its unsafe but still no worries because when someone is misled or found to be deceived. The customer has the consumer court to complain their queries. The cyber authority will undertake the rest of the action and the customer is given justice to his payments or purchases through the online. Rapid progress in digital technology can make the electronic marketing service familiar with their profession. With the odds also e-marketing is found to be one of the quick and easy transaction platforms.

REFERENCES

1. Bert Rosenbloom and Trina Larsen, 200, *Communication in international business-to-business marketing channels does culture matter*. Marketing Department, Drexel University, 32, 309 – 315.
2. JianweiHou and César Rego, 2002, *Internet Marketing: An Overview*, Department of Marketing, School of Business Administration, University of Mississippi, University, MS 38677, USA, pp. 1-19
3. Nagaraja, L., 1998, *An analysis of market for sunflower seeds- A study in Raichur district*. Unpublished M.Sc. (Agri) thesis, Univ. Agric. Sci., Bangalore.
4. S. M. Sohel Ahmed, Shah JohirRayhan, Md. Ariful Islam and SaminaMahjabin, 2012, *Problems and Prospects of Mobile Banking in Bangladesh*. J. Art. Sci. and Com., 3 (1): 47-57.
5. Stewart, David, Pavlou and Paul, 2002, "From Consumer Response to Active Consumer: Measuring the Effectiveness of Interactive Media". J. Academy of Marketing Sci., 30(4): 376-396.
6. T. Andrew Yang, Dan J. Kim, and Vishal Dhalwani, 2007, *Social Networking as a New Trend in e-Marketing*. University of Houston, Texas, USA, 1-11.
7. Varadarajan, P. Rajan and Manjit S. Yadav (2002), "Marketing Strategy and the nternet: An Organizing Framework". J. Academy of Marketing Sci., 30 (4), 296-312.